

THE BOND BUYER'S MUNICIPAL MARKETPLACE®

AD MATERIALS SPECIFICATIONS

Submit ad files to: LexisNexis® Risk Solutions
Attn.: *The Red Book*
1007 Church Street, 6th Floor, Evanston, IL 60201
E-mail to: Redbook@LexisNexisRisk.com

Publication Schedules

Published twice a year in Spring (May) and Fall (November)

Ad Materials Submission Deadline
Fall Edition – August 12, 2025

Advertising materials or logos received after this deadline will be charged a Late Fee of \$500. Materials or logos submitted that do not meet the specifications below will be returned to the Customer, who acknowledges that late artwork might not appear in the upcoming edition. Failure to supply correct materials by this deadline does not relieve the Customer of its obligations on its Advertising Service Agreement.

Mechanical Requirements

The Red Book Print Directory

Premium Positions	Width x Height
Front Cover.....	5.125" x 5"
Other Covers: Back, Inside Front & Inside Back.....	5.125" x 8"
Title Page	5.125" x 5"
Spine	1" x 4.5"
Bind-ins & Inserts	<i>Please request separate specifications sheet.</i>

Non-Premium Positions	Width x Height
Section Opening.....	5.125" x 7.25"
Full Page	5.125" x 8"
Half Page.....	5.125" x 4"
Margin Strip	5.125" x 1"
Logo.....	1" x 1"

*We cannot accept bleeds, crop marks,
copy or any art that crosses the publication's gutter.*

Municipal Marketplace® Online *MuniMarketplace.com*

- Logos**
Submit as a **GIF file** that meets these size specifications:
100 pixels wide by 60 pixels tall / No larger than 10K
 - Home-Page Ads**
Submit Logo, up to 50 words, and a linking URL
 - Sponsored Ads**
Submit a linking URL along with a **GIF or PNG file** that meets these size specifications:
250 pixels wide by 300 pixels tall
- Colors:** Files should be adapted to the Netscape 216 color palette. (8 bit)

Print File Requirements

Please note that advertising files must meet all requirements listed below or they will be returned for revision.

The Red Book accepts files in the following formats:

- Adobe Acrobat PDF – This is *The Red Book's* preferred file format for submission.
****All fonts used in PDFs must be converted to outlines/paths and all graphics embedded within the file.****
- InDesign, Photoshop and Illustrator
- EPS or TIF – Minimum 600 dpi

Submitted Files Must:

- Contain TrueType or Open Type Postscript Fonts ONLY. **Type 1 is no longer supported.**
- Files must be submitted electronically via e-mail to Redbook@LexisNexisRisk.com.
- Image files must be clear and legible when file is printed at 100% in size. All text should be set at **10 points** or higher. Condensed fonts are not recommended for text but are acceptable for use in display images and logos.
- Images not supplied in correct size specifications will be adjusted and centered accordingly during the pre-flight process.**

Black & White Ads should be formatted as grayscale and saved at 600-1200 dpi with a line screen of 133.

Color Ads must be formatted as CMYK and saved at 300 dpi with a line screen of 150. **Image files not submitted in CMYK will be converted when the art file is processed, which could cause differences in color between the digital file and the printed page.**

Front Cover, Back Cover & Spine Ads must be created with a white background so that white text in the ad appears as the color white. This will ensure that the cover's red background color does not show through as part of the ad.

Last Updated 05/31/2025